



## ANNEX I

The EuroCluster Rural Tourism Project will support at least 190 rural tourism SMEs by improving their digital, green and soft/social competences. This project addresses specifically the needs of micro and nano SMEs that are still lagging behind in the green and digital transition. The Rural Tourism Cluster project will assist at least 190 SMEs in at least 15 countries with a total budget of 950,000 EUR.

DEADLINE: 10th September 2023 (65 days after publication of the CALL on the Funding and Tender portal: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/>)

For more information, contact at [info@euroclusterruraltourism.eu](mailto:info@euroclusterruraltourism.eu)

\* Required

### DISCLAIMER

By sending your reply, you agree that the information provided therein will be used for internal processing and will be evaluated by the EU Rural Tourism Cluster in the context of the call for support to rural SMEs. Information provided is undisclosed to third parties.

\*I accept it

### ELIGIBILITY

1. Are you the owner or manager of a Rural Tourism service\*

YES/NO IF NO THANK YOU NOTE IS SENT

2. Type of accommodation please select\*

-Hotels and similar accommodation (I5510);

-Holiday and other short-stay accommodation (I5520);

-Camping grounds, recreational vehicle parks and trailer parks (I5530);

-Travel agency, tour operator reservation service and related activities (N79).

-other IF N/A THANK YOU NOTE IS SENT

3. Has your company received alternative funding under another project of the European SMP-COSME-2021-CLUSTER call? \*

YES/NO \* IF YES THANK YOU NOTE IS SENT

### A. Company Information



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4. Company Name in English \*
  5. Company Name in the Original Language \*
  6. Name and Surname of Legal Representative\*
  7. Business Address \*

Street \_\_\_\_\_ Number \_\_\_\_\_

Post code \_\_\_\_\_ Country \_\_\_\_\_

Village, Town or City \_\_\_\_\_

if a business is situated in the countryside: Name of the nearest town or city \_\_\_\_\_

8. Business online presence (website, online booking link, etc.)\*
9. Date of Establishment \*
10. Name and Surname of Contact person:\*
11. Email\*
12. Phone Number\*
13. Business Registration Number\*
14. Number of employees (Full Time Equivalent) in 2022\*
15. Annual Turnover in 2022\*
16. Briefly describe the personal profile of the owner or responsible manager and his/her motivation to participate in this call. (max 300 words)

### ***B. Self -Assessment***

17. Have you already planned any digital, green and soft/social actions to improve management and services of your business, or to provide new products?

YES /NO

If yes, which ones? If not, why not?

18. In relation to your business and its current digital, green and soft/social competences, please, assess and rate the following dimensions as follows: **5–Outstanding, 4–Good, 3–Adequate, 2- Basic, 1-None**



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- Digital management of your business
  - Digital marketing – website, social media, web data analysis, evaluation, and follow-up of digital campaigns, etc
  - Mobility and accessibility of visitors, attention to clients with reduced mobility
  - Sustainable management (e.g. energy efficiency, waste reduction and management, food waste minimization, noise control, sustainable water management, circular economy applications).
  - Social sustainability (e.g. friendly personnel policies, gender equality, age-friendly and family friendly services and products).
  - Welcoming visitors from different countries and cultural backgrounds
  - Creating positive experiences for your visitors
  - Information on and interpretation of the surrounding area to guests (e.g. natural and cultural environment, local communities)

### **C. Ambition and impact**

19. Please briefly describe the new product and/or service improvement that you want to implement through COSME support.

*(The following examples are not exhaustive: a new service of gastronomy catering for special needs or preferences, improving accessibility of persons with reduced mobility, creating/publishing code of conduct for visitors, introducing quality certification, networking/clustering with complementary businesses in the area, etc)*  
(max 300 words)

20. Briefly describe how you plan to improve your digital, green and soft/social competences in this context and use them in the new product or service (preferably address all three competences).

*(The following examples are not exhaustive: understand the convenience of counting with a set of recommendations, decalogue of measures on sustainability for clients, and/ or network and align with other companies in your destination around the same issue, design and incorporate measures to be a family friendly and/ or age friendly establishment or activity).*

21. Describe the proposal's expected impacts, include the expected outcomes, outputs, and potential of the results as future Best Practice. (max 500 words)

*(For example, reach new segments of clients thanks to the improvement and/ or diversification of your offer: more sustainable, suitable for different segments around food needs preferences, suitable for different age segments, suitable for people with functional physical diversities and disabilities, suitable for different segments where compatible (family friendly, adult friendly, bike friendly, pet friendly))*

22. Please select your preferred Assistance Service Provider for the pre-approved [list](#) of experts. (This field is not mandatory)

Business Mentoring Expertise \_\_\_\_\_



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Technology and Digital Expertise\_\_\_\_\_

Green and Sustainable Management Expertise\_\_\_\_\_

Soft/Social Skills Expertise\_\_\_\_\_

**Direct upload basic minimum files that accredit eligibility:**

- registration of the business with tourism authorities
- personal data of the legal representative (copy of ID or passport) - *this person must be coincident with the name that appears in the registration of the business with tourism authorities*
- Duly signed declaration form (ANNEX II of the Call for SME)
- CV/list of projects and experiences from core staff